



#21  
W. L. Luyton  
11/18/02  
CATION

Doc #:DC01 (12722-00104) 4117719v1;12/6/2001/Time:11:52

ASSIGNEE CERTIFICATE UNDER 37 C.F.R. 3.73(b)

Nielsen Media Research, Inc., a corporation duly organized under the laws of Delaware, and having its principal place of business at 275 Patricia Avenue, Dunedin, Florida 34698-8190, United States of America, hereby certifies that it is the owner of all right, title, and interest in the above-identified application, by virtue of a Chain of Title from inventors Daozheng Lu, Paul C. Kempter, and William A. Feininger, of the above-identified application to the current assignee as follows:

- a. From: Daozheng Lu, Paul C. Kempter, and William A. Feininger; To: Nielsen Media Research, Inc.

The assignment document was recorded in the Patent and Trademark Office on June 12, 1998 at Reel 9249, Frame 0634.

I am empowered to sign this certificate on behalf of the assignee, Nielsen Media Research, Inc.

Date: 12/11/01  
Name: PAUL M. MEARS  
Title: SR. VP Eng & Tech  
Signature: *Paul M. Mears*

KATTEN MUCHIN ZAVIS  
PATENT ADMINISTRATOR  
525 West Monroe Street  
Suite 1600  
Chicago, Illinois 60661-3693  
Facsimile: (312) 902-1061

State of Florida  
County of Pinellas  
On Dec 11 2001 personally  
appeared before me PAUL M. MEARS  
whom I know personally  
whose identity I verified on  
the basis of \_\_\_\_\_  
to be the signer of the above and  
he/she acknowledged that he/she  
signed it.

*Linda J. Hayes*  
Notary Public  
My Commission Expires: 8/3/03

